

### Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (Currently Amended): A method of advertising during a commercial transaction, comprising the steps of:

providing one or more commercial transaction locations having one or more commercial transaction systems for allowing a customer to conduct a commercial transaction and  
5 having a display for displaying programming information to a customer;

inputting by the customer of identification information unique to that customer;

transmitting from a central location to the one or more commercial transaction locations, customer profile information of the customer;

the step of transmitting comprising the steps of converting the customer profile  
10 information into a profile word, [which] and transmitting the profile word ~~is transmitted~~ to a select one of the one or more commercial transaction locations from which the customer is conducting a commercial transaction;

decoding at the receiving one of the select one of the one or more commercial transaction locations the profile word to define decoded profile information and the merging  
15 update and advertising information previously transmitted to the select one of the one or more commercial transaction locations in accordance with the defined profile information, such that the merged update and advertising information comprise filtered update and advertising information filtered by the decoded profile information;

using the merged ~~customer profile~~ update and advertising information to generate  
20 programming information; and

presenting the programming information to the customer during the commercial transaction on the display.

Claim 2 (Previously Presented): The method of claim 1, wherein the step of transmitting

is performed using a wireless communication system.

3. (Previously Presented): The method of Claim 1, wherein the one or more commercial transaction systems have audio and video presentation capabilities.

Claim 4 (Previously Presented): The method of Claim 1, further comprising the step of transmitting a unique ID to the central location from the commercial transaction locations, the unique ID associated with the customer and used to perform a matching operation on a central location database to obtain the customer profile information of the customer.

Claim 5 (Canceled):

Claim 6 (Canceled):

Claim 7 (Canceled):

Claim 8 (Previously Presented): The method of Claim 1, wherein the select one of the one or more commercial transaction systems from which the customer is conducting said commercial transaction uses the profile word to generate the programming information for presentation to the customer during said commercial transaction.

9. (Previously Presented): The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information containing product promotions which are related to a select one of the one or more commercial transaction locations.

10. (Previously Presented): The method of Claim 1, wherein the programming information is generated at the central location and transmitted to a select one of the one or more

**AMENDMENT AND RESPONSE**

S/N 09/503,532

Atty. Dkt. No. BLBV-24,759

commercial transaction locations for presentation to the customer.

11. (Original): The method of Claim 1, wherein the programming information is structured according to priorities stipulated by the customer during registration of the customer into a loyalty program.

12. (Previously Presented): The method of Claim 1, wherein the customer makes modifications to the programming information during the commercial transaction, and the modifications are transmitted to the central location to update the customer profile information.

13. (Previously Presented): The method of Claim 1, wherein the customer profile information is updated according to a type of purchase, and one or more methods of making payment for the purchase made by the customer at a point-of-sale system affiliated with the one or more commercial transaction locations.

14. (Previously Presented): The method of Claim 1, wherein the step of transmitting transmits the customer profile information to a local office system at the one or more commercial transaction locations for generation of the programming information, the local office system transmitting the programming information to a select one of the one or more commercial transaction systems in use by the customer for presentation to the customer during the commercial transaction.

15. (Previously Presented): The method of Claim 1, wherein each of the one or more commercial transaction systems is uniquely addressable using a wireless communication system such that the customer profile information is downloaded from the central location to a select one of the one or more commercial transaction systems from which the customer is conducting a commercial transaction, and modified customer profile information is uploaded from the select one of the one or more commercial transaction systems to the central location.

16. (Currently Amended): A system of advertising during a commercial transaction, comprising:

one or more commercial transaction locations having one or more commercial transaction systems allowing a customer to conduct a commercial transaction;

5 data entry keys for entering customer identification information unique to that customer;

a transmitter at said one or more commercial transaction systems for transmitting said entered customer identification information to a central location;

*fb* 10 [a] said central location for transmitting [from] to said one or more commercial transaction locations, customer profile information of said customer in response to receiving said entered customer transaction information;

said central location including a processor for converting said customer profile information into a profile word, which and said central location transmitting said profile word is transmitted to a select one of said one or more commercial transaction locations from which said  
15 customer is conducting said transaction;

wherein said profile word is decoded at the select one of said one or more commercial transaction locations to define decode profile information and merged with then merging update and advertising information previously transmitted to the select one of the one or more commercial transaction locations, in accordance with the defined profile information,  
20 such that the merged update and advertising information comprise filtered update and advertising information filtered by the decoded profile information ; and

a display system for using said ~~merged customer profile~~ update and advertising information to generate programming information for presentation to said customer during the commercial transaction.

17. (Previously Presented): The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more commercial transaction locations.

18. (Previously Presented): The system of Claim 16, wherein said one or more commercial transaction systems have audio and video presentation capabilities.

19. (Previously Presented): The system of Claim 16, wherein a unique ID is transmitted to said central location from said commercial transaction location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

20. (Canceled):

21. (Canceled):

22. (Canceled):

23. (Previously Presented): The system of Claim 22, wherein said select one of said one or more commercial transaction systems from which said customer is conducting said commercial transaction uses said profile word to generate said programming information to said customer during said commercial transaction.

24. (Previously Presented): The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to a select one of said one or more commercial transaction locations.

25. (Previously Presented): The system of Claim 16, wherein said programming information is generated at said central location and transmitted to a select one of said one or more commercial transaction locations for presentation to said customer.

27. (Previously Presented): The system of Claim 16, wherein said customer makes modifications to said programming information during commercial transaction, and said modifications are transmitted to said central location to update said customer profile information.

28. (Previously Presented): The system of Claim 16, wherein said customer profile information is updated according to a type of purchase, and one or more methods of making payment for said purchase made by said customer at a point-of-sale system affiliated with said one or more commercial transaction locations.

29. (Previously Presented): The system of Claim 16, wherein said customer profile information is transmitted to a local office system at said one or more commercial transaction locations for generation of said programming information, said local office system transmitting said programming information to a select one of said one or more commercial transaction systems in use by said customer for presentation to said customer during the commercial transaction.

30. (Previously Presented): The system of Claim 16, wherein each of said one or more commercial transaction systems is uniquely addressable using a wireless communication system such that said customer profile information is downloaded from said central location to a select one of said one or more commercial transaction systems from which said customer is conducting a commercial transaction, and modified customer profile information is uploaded to said central location from said select one of said one or more commercial transaction systems.